

Leisure Line

AUGUST 1990

TEENAGE MUTANT NINJA TURTLES

AND NOW
THE
MOVIE



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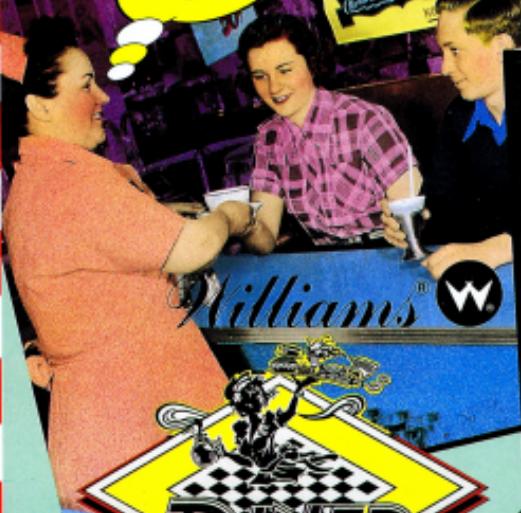
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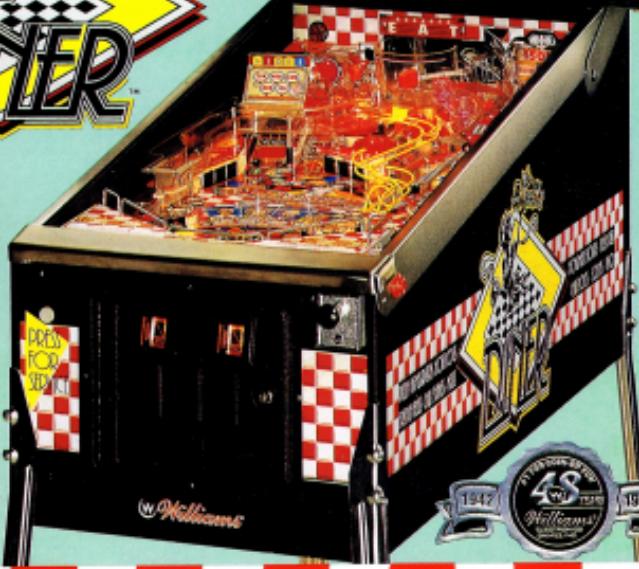
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Editorial: Exclusive rights — the issue

The majority of the Board of Amusement Machine Operators Association of NSW have made it abundantly clear that they are opposed to exclusive rights and some very strong attempts are being made to gain industry support in this area. The eight member board who are against exclusive rights are attempting to gain support of the National AMOA and the state associations in Queensland, South Australia and Victoria. It has also been recommended that the National AMOA spend \$10,000 on a national survey to be carried out by Price Waterhouse to gauge operators' views on the exclusive rights issue.

There are three companies in Australia that are selling products on an exclusive basis. These include Leisure and Allied Industries, Amusement Game Importers, and Galaxy. Galaxy is now handling AGI products but has also handled several products exclusively in its own right.

Some operators believe that if all products are handled on a non-exclusive basis the market will be more competitive resulting

in cheaper prices for the operator. The market is already very competitive and even though a product may be exclusive to one particular distributor, those products openly compete for market share with other products handled by other distributors both on an exclusive and non-exclusive basis. For example, games like "Alien Storm", "Shadow Dancers", and "Air Buster" which are handled exclusively by AGI, compete directly in the marketplace with other games handled exclusively by Leisure and Allied Industries. If any distributor could afford to reduce prices to gain market share and yet remain profitable, they would certainly do so because that is the basis of competition in the free enterprise system.

Those that are opposed to exclusive rights tend to overlook the fact that it is the game manufacturer's right to decide whether or not their product should be sold in Australia on an exclusive basis. Most of the major game manufacturers in Japan and the United States have tried it both

ways, yet they have all come back to selling products on an exclusive basis for purely economic reasons. They know that one distributor will buy a larger quantity on an exclusive basis, than a number of distributors would buy on a non-exclusive basis. They also know that by granting an exclusive licence it protects their products against counterfeit games and unauthorised imports, and their sales in Australia have increased substantially since copyright has been enforced in this country.

Regardless on how much support the AMOA is likely to get for their fight against exclusive rights, nothing is going to change unless they can convince the major manufacturers that they will sell more products on a non-exclusive basis. That doesn't seem very likely so the AMOA is better off spending their money on things that will benefit the industry directly such as the lobby for sales tax and customs duty reduction, and cleaning up the image of the industry as it relates to local government organisations and the public generally.

Original "Final Fight" caught by copyright

An original "Final Fight" PCB imported into Australia by Natmar Holdings Pty Ltd, trading as Associated Leisure, was an infringement of copyright according to a claim made by Leisure and Allied Industries. LAI say that the Copyright Act is very clear and applies equally to both original and copy games if they are imported into Australia without the consent of the copyright owner.

In the case of "Final Fight", Leisure and Allied Industries have an exclusive licence to import the product from Capcom Limited of Japan, the copyright owner.

Any person, firm or company

who either imports into Australia, sells or operates or in any way deals with a game that was brought into Australia without the approval of the copyright owner is liable to the payment of damages, all income derived from the game, and any legal costs involved.

A spokesman for Leisure and Allied Industries said that Associated Leisure had been previously advised in writing of LAI's rights, which was also extensively published in Leisure Line.

The matter has been settled out of court with Associated Leisure agreeing to pay damages and costs.

Leisure and Allied Industries have a very firm policy in relation to unauthorised imports of games for which they hold exclusive rights. They have a big investment in game products and are actively pursuing importers, distributors, operators and location owners who deal in games which infringe their rights. It takes a lot of money to advertise, market and promote these games. The best example is Turtles where Leisure and Allied Industries has spent hundreds of thousands of dollars marketing the game not just to the industry, but to the public at large through national network television advertising.

THE GREAT 26" DUO

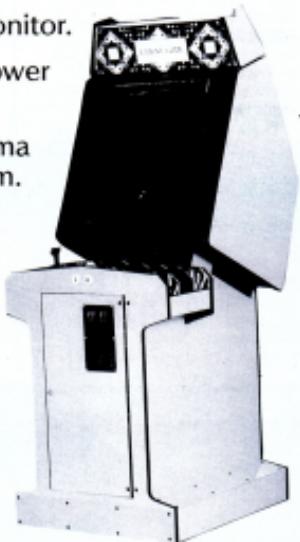


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Height 1040mm Width 660mm
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- (1) PCB holder.
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- (3) Top quality control lever.
- (4) Kortek 26" monitor.
- (5) High rating power supply.
- (6) Standard Jamma harness system.
- (7) Safety glass protects monitor.
- (8) Large LAI cash box.
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UR26

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It's the Teenage Mutant Ninja Turtle INVASION

It's been a meteoric rise from the sewer to the screen for the heroes in a half shell

The infamous half-shell heroes — Michaelangelo, Donatello, Raphael and Leonardo — will soon reach our shores in the international smash hit film "Teenage Mutant Ninja Turtles". The movie has made the off-beat do-gooders famous all over the world and will undoubtedly convert thousands of Aussie kids.

"Teenage Mutant Ninja Turtles" has broken attendance records and grossed more than \$100 million in the US since its March release.

Parents overseas have been driven berserk by the influence of the new adolescent icons, the biggest things to hit the global youth scene since ET and Batman.

And frazzled mums and dads complain that they can't understand their children since they started using turtle terms like "cowabunga".

"Turtles in the morning, turtles at night, at breakfast, dinner, in the bathtub, in the car. If I hear Teenage Mutant Ninja Turtles one more time," said one battle-worn parent of a three-year-old, "I'm going to go crazy."

But with the help of our official turtle dictionary, readers of Leisure Line will be well prepared when the film opens nationally in Village cinemas on August 2.

Teenage Mutant Ninja Turtle toys have already swamped the nation's stores and a TV cartoon series has also hit our screens.

The film is based on a popular American comic book series which started in 1984. It featured turtle foursome Leonardo, Michaelangelo, Donatello and Raphael, who live in New York's sewers and work with their ageing ninja master, the giant rat Splinter, to overthrow the evil Foot gang, led by arch-villain Shredder.

The teen turtles evolved from a bowl of pet turtles who fell into an underground sewer and landed on Splinter, a penniless but powerful ninja master who lived in the muck.

Splinter's arch-enemy, Shredder, poured green ooze over the rat (and accidentally, the turtles)

hoping to kill him. Instead, the pets mutated into turtle teens and Splinter turned into a giant rat.

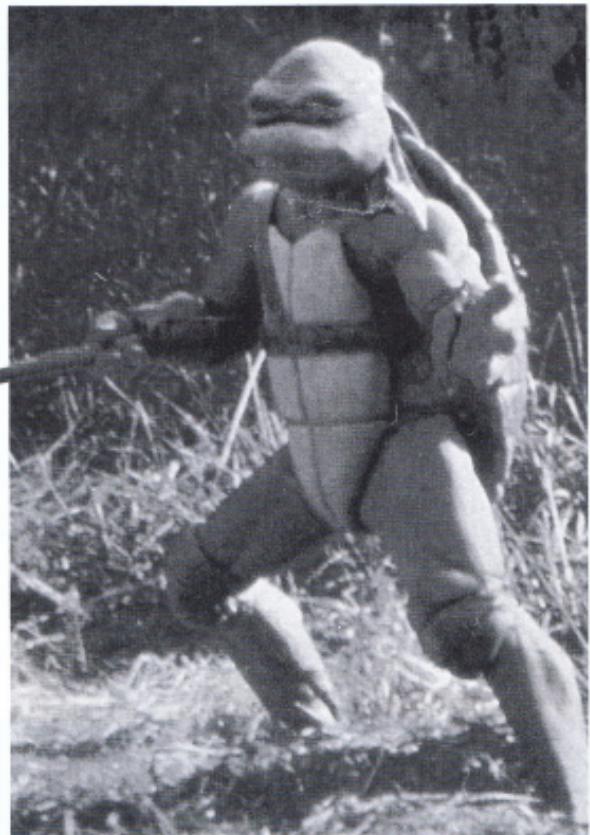
Together they formed a kick-stomping fighting team to oppose the deadly Foot clan.

In the film, the TMNT's set out to solve an epidemic of "silent" robberies in which the victims never hear or see the thieves. They are helped by television reporter April O'Neil and vigilante Casey Jones.

Of course, the culprits turn out to be Shredder and his nasty clan and a mighty battle ensues.

To fortify themselves for their clashes, the turtles don their trenchcoat and fedora disguises and go on massive junk food shopping sprees, where they end up gorging themselves with ice-cream and banana and sausage pizza.

It's little wonder that the street-smart crime-fighters have such a huge teenage following.

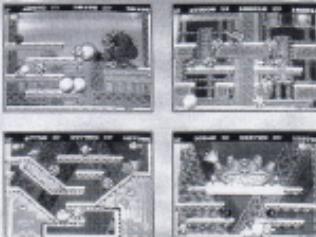


You took balloon rides in Bubble Bobble™
Now take some 20 cent coin rides with

SNOW BROs.

Don't be
misled by claims of
exclusive licence for this game

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Super Saver Price of
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Can you
complete
the 50 Snowy
Scenes?

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It's the Teenage Mutant Ninja Turtle Invasion — *Continued*

Official TMNT Dictionary

AWESOME: Incredible.

BODACIOUS: Extremely cool!

BURN RUBBER: Get the heck out of here!

COOL: The opposite of geeky. Someone or something which is totally hip and with it.

COWABUNGA: Like, only the turtle's most favourite expression. It also happens to be Splinter's word of choice. It's an exclamation like "wow" or "gee", but much hipper.



DUDE: A cool term for someone of either sex.

GEEK: A totally uncool dude.

HEROES IN A HALF SHELL: Are you stupid or something? This means Teenage Mutant Ninja Turtles! Sheesh!

HIP: Synonym for "cool".

MONDO and **MONDO TO THE MAX:** The coolest most sensational phrase a turtle can use, meaning "totally extraordinary".

PARTY: Self-explanatory; Michaelangelo's favourite pastime.

PIZZA: C'mon dudes. This is only the Turtles' most favourite food of all, especially with banana-sausage topping. And you know what happens if it's delivered five minutes late. Someone is going to get his or her butt kicked! Hard!

RADICAL: An exclamation meaning "really different but totally neat!"

SHELL DOWN, DUDE: Relax, keep cool.

TOTALLY AWESOME: Really incredible.

TUBULAR: An adjective meaning "amazing".



Walk away
from screen



Walk
right

Walk forward
screen
8 WAY JOYSTICK

Attack Button



Jump Button



Undoubtedly the
No. 1 PCB
Conversion Kit
for 1990
Limited Stocks

Those
creeps!
The Mad
Gear Gang
has kidnapped
Haggar's daughter,
Jessica. Now you
must head to the
streets for the Final
Fight. Use your fists
and feet, as well as knives
and Molotov Cocktails to
beat the gang. Trust no one.
Even the cops have gone bad!

- Players will welcome the return of Haggar, the original Street Fighter
- Two-player interactive
- Spectacular graphics, thanks to Capcom's CPS super chip
- Final Fight has "the cool Factor." Players will love the non-stop action!

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AMOA Newsletter

A letter received from WorkCover Authority regarding our last correspondence sent to them was tabled for discussion, the Board agreed the matter in question still had to be further looked into.

Copy PCB's

We suggest to all members not to buy Copy Boards, continuing in this practice can only effect our case regarding exclusive rights.

Consumption Tax/ Turnover Tax

The Association are to look into any information regarding consumption-turnover tax. It is coming like it or not, so non-members join now, before it is too late.

Bad Publicity

Beware do not allow employees to make casual comments to the media, as in a recent case, this publicity, we do not need (quote Child's \$20.00 a day habit!)

Flood Appeal

National AMOA appeal for flood victims.

Why not give your donation today, it's a very worthwhile cause and the industry could use some good publicity for a change.

To those operators who criticise the AMOA: Stand up and be counted. Why not come to the monthly meetings and see for yourself that the Board of Directors have the Industry's interest at heart, don't hide behind others and make unfair comments, do something about it. Join the Association, become a Director and debate your point at the meetings.

What does the Association do for you?

Well here are two most recent examples:

Blacktown Council did not increase the Licence fee on machines.

Kuringah Council were not able to have machines removed from a Pizza shop at Shire.

Not much EH! Well I wonder where we would be without representation.

It's in your court, do something constructive for a change!

A POLITICIAN'S REPORT ON THE LAST MEETING OF THE NSW STATE BRANCH OF THE AMOA/BOARD OF DIRECTORS.

The July Board meeting of the NSW State branch of the AMOA was almost entirely devoted to undeniable matters of concern and application of issues previously raised.

One of the first items on the short Agenda turned into a prolonged discussion on the need to revise our approach to expand or delete our contact base, many Directors believed the profile aspect was unimportant when compared with the fiscal considerations of the organization.

Next to hit the table was a letter from a Government department describing the requirements on a contrivance that is active in one situation, and yet can be inactive in other classes where conditions fail to meet the criteria.

Correspondence from overseas was another Agenda item that produced top response from Directors, methods of communication were addressed and it was finally resolved to include all future input from outside Australia into the existing framework of Association policy.

The very last item on the Agenda is covered in the first paragraph, it is therefore not necessary to expand on that.

Are we up to standard? — Part II LAI's Manufacturing Division's views on the industry in Australia

Some months ago I wrote in Leisure Line of the parameters we follow in the production of a product i.e. quality, serviceability, AMOA and Jamma standards etc.

I guess I failed to stress the importance of following our own Australian Standards, especially the standards covering the electrical and safety aspects of a machine.

Recently there has been a case in Perth of a customer sustaining an electric shock from a machine (reportedly an imported one) which does not comply with Australian standards. This kind of occurrence does not do the industry any good at all, nor the owner who brought in the

machine and allowed it to be used in this unsafe condition. This sort of incident brings our industry under scrutiny, not only imported machines, but leisure centres and sites where machines are operating.

Are we up to standard? You can be assured that all LAI machines manufactured in-house and imported for use, comply with the Australian standards as listed below under the supervision of qualified electronic, electrical and mechanical engineers:

- AS 3000 — SAA wiring rules
- AS 3120 — Cord extension sockets
- AS 3155 — Motor operated appliances

AS 1360.60 — Stepping motors
AS 3112 — Plugs and socket outlets

AS 1359-1360 — Rotating machines

AS 3100-3300 — General requirements

AS 1560 — Electronics — printed circuits

So, Mr Operator/owner, make sure the machine you buy or own is covered by these standards. The machine you buy should be a good investment, not a liability.

Bryan Edwards,
Manager, Manufacturing Division.

AMUSEMENT MACHINE OPERATORS ASSOCIATION OF QUEENSLAND

presents

CONVENTION 1990

TUESDAY AUGUST 14th and WEDNESDAY AUGUST 15th

A MIX OF BUSINESS AND PLEASURE IN THE NUMBER ONE TOURIST DESTINATION IN AUSTRALIA

We promised you last year, after a very successful convention at "Seaworld Nara Resort" on the Gold Coast, that this year's convention would be even bigger than ever!!!

WELL . . . YOU WON'T BE DISAPPOINTED!

This year's convention is at the brand new 'PAN PACIFIC HOTEL' on the beach at Broadbeach on the Gold Coast, linked to Jupiters Casino by Monorail.

It's the Coin-op Industry **EVENT OF THE YEAR** where you can shop, test and compare all the latest equipment.

EVERY MAJOR DISTRIBUTOR AND

MANUFACTURER will be represented . . . you can meet and talk face to face with the key executives of these companies and discuss, in the privacy of their booth, the products you are interested in.

A show of this magnitude does not happen anywhere else in Australia. There will be guests from Japan, New Zealand and the USA attending.

THIS CONVENTION IS TRULY REPRESENTATIVE OF THE INDUSTRY IN AUSTRALIA, and A MUST FOR ALL NEW OPERATORS IN THE INDUSTRY.

EXCELLENT MIX OF SPEAKERS: As well . . . there will be a number of Keynote Speakers discussing important issues related to our Industry (all included in the admission price).

TECHNICAL SEMINARS: There will be a number of technical seminars held i.e. basic trouble shooting Videos, Pinballs . . . a very important exchange of ideas for the serious operator. (All included in the admission price).

EVENING DINNER: All delegates are invited to a dinner on the Tuesday night . . . a great time to socialise with friends in a relaxing atmosphere.

DAY ONE and DAY TWO are jam packed with important information for the **COIN MACHINE OPERATOR** . . . Don't hate yourself for missing out . . . **MAKE TIME TO BE THERE.**



ITINERARY

Tuesday, August 14th —

8.30 am	REGISTRATION OPENS
9.00 am - 10.30 am	AMOAQ MEETING
10.30 am - 11.00 am	MORNING TEA
11.00 am - 12.30 pm	NATIONAL AMOA MEETING
1.00 pm	DISPLAY OPENS
5.00 pm	DISPLAY CLOSES
7.00 pm	PRE-DINNER COCKTAILS
7.30 pm	DINNER

Wednesday, August 15th —

9.00 am	DISPLAY OPENS
9.30 am - 9.50 am	KEYNOTE SPEAKER 1
9.50 am - 10.10 am	KEYNOTE SPEAKER 2
10.10 am - 10.30 am	KEYNOTE SPEAKER 3
11.00 am - 12.30 pm	TECHNICAL SEMINARS
3.00 pm	DISPLAY CLOSES

BOOKING FORM

NAME:

COMPANY: TEL No.

NAME ON CREDIT CARD: CARD TYPE:

CREDIT CARD NUMBER: EXPIRY DATE:

ROOM TYPE: DOUBLE TWIN NUMBER DATES:
(Special Room Rates Apply, \$133.00/Night/Room)

NOTE 1: You can fill in this form and book with credit card only . . . and send to:
AMOAQ, P.O. BOX 609, FORTITUDE VALLEY, QLD 4006

NOTE 2: Alternatively you can book directly at hotel.
Please contact Miss Judy Grieve,
Pan Pacific Hotel. Tel: 075 92 2250. Fax: 075 92 3747

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Industry needs PR

A major public relations exercise is needed for the industry Australia-wide at Government level, Local, State and Federal, as well as to the public in general.

Unfortunately, there is an erroneous impression that amusement games are located in seedy locations and generally attract the undesirable elements in the community. The upmarket leisure centres like the successful "Time Zone" chain are doing a lot to improve the image of the industry, but despite this, there is still a lot of resistance in the areas that count.

Developers and landlords are reluctant to make premises available for leisure centres and some landlords have a clause in the lease which specifically prohibits the installation of amusement games. Local government organisations are worse. Making an application to a council to approve a leisure centre is like waving a red flag at a bull. Not only do councillors react unfavourably, but there is usually a large number of objections from neighbouring traders and members of the public.

In Queensland, even if you manage to get your development approved by Council, it then has to go before the Justice Department for a second approval which can take anything up to two years to obtain, and very few approvals are ultimately granted.

The only organisations capable of mounting a public relations exercise of this magnitude are the national and state Amusement Machine Operators Association. They need to concentrate on such things as raising the industry standards, introducing and enforcing a code of ethics among operators, being seen to act in the best interests of the community, and promoting amusement games as a wholesome form of entertainment for people of all ages.

Last year the National AMOA sponsored an extensive survey in Sydney and Brisbane to determine what type of people play amusement games and frequent amusement centres. The results were very positive for the industry and were extensively published in this magazine. Unfortunately, the AMOA

did little to promote the results of the survey in the areas where it counts, such as local government organisations, shopping centre associations, community groups and the media in general.

Generally, associations in Australia are ineffective in looking after the operator's needs mainly because of the limited number of members and the reluctance of operators generally to become actively involved in their association. In other countries, associations are strongly supported by the industry,

and positions on the Boards of Directors are actively and competitively sought after. By contrast, in Australia, only about 15% of operators belong to associations, and very few of those that do belong are willing or interested in participating at management level.

Associations can be a powerful force in furthering the interests of the industry and its members, and it is surprising that there is not more support given in Australia.



Mr Frank Farina, who achieved the status of maximum goal scorer in the Belgium League with club Brussels during the 1989-1990 Championship, was invited by SBS Television to be their guest commentator about Italy's World Cup Soccer.

While he was on holiday in Australia recently he was spotted playing on the machines at Timezone in George Street. He confessed that playing video games was one of his favourite hobbies.

VROOM - VROOM - VROOM

SPECIAL FEATURES:

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- Unique foot pedal gear change
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- Lean-on back support
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What has eight legs, eight arms and eats pizza?

What has eight legs, eight arms, and eats pizza? Come on guys ... My six year old nephew knows THAT one! ... The Teenage Mutant Ninja Turtles! With a smugness born of the wisdom of years, ad a warped sense of humour, I have known about these dudes for years. The comic books by Eastman and Laird are fairly spiffy, with just the right combination of action and off-beat humour. As is the case with all successful products, the spinoffs have arrived with a vengeance! The comic begat the fuzzy toys, which spawned the action playsets, bubblegum, cartoon series, film and video game. Released by Konami, Teenage Mutant Ninja Turtles allows up to four players to recreate all the fun and mayhem. A little background if you please: the Turtles were mutated by an alien substance, courtesy of T.C.R.I., alien castaways trying to find a way off Earth. The Turtles are found by a rat called "Splinter", who also mutates on contact with them. Splinter picked up the art of Ninjitsu from his late master, and the Turtles became Splinter's pupils over the years, to finally combat Shredder, leader of the Foot Clan ... Confused? Don't sweat it. The Turtles: Leonardo, wielding twin Katana leads the group; Michaelangelo twirls Nunchaku and pigs out on pizza; Donatello has the Bo (quarterstaff); and Raphael gets his kicks with Sai. The Villains: The Shredder, Rocksteady (a mutant Rhino), Bebop (a warthog) and the Foot Clan. Naturally the TV series differs from the original version, including new characters, and ignoring others. The game seems to strike a balance between the two. First scene has the Turtles pitted against the Foot, while trying to rescue April O'Neill. By judicious (and rapid!) use of the Fire and Jump buttons, and massive amounts of joystick wrenching, April's apartment can be cleared. Rocksteady the Rhino is the end-of-level ugly here, armed with a machine gun. On to the second: into the streets, Molto Mayhem, Dude. From memory the next scenarios are: Sewers, Junkyard, Bridge ... about



then, I ran out of money. Yes folks, it's one of THOSE games: the ones that allow one to feed them with coins until entropy sets-in, or at least sheer physical exhaustion! I can vouch for the addictive value. Feek and I played it for around twenty five minutes, and felt like we'd just done a few rounds with the Shellbacks themselves! Maybe it was our karma to run out of the twenties, Grasshopper. Graphics are clean, with a "toonish" quality, action is fast, smooth, and mondo furioso. The game starts with the boppy TV soundtrack and title shots. The Turtles are on top of a building, just in time to see April's apartment catch fire. With a rousing, yet incomprehensible yell of "COWABUNGA!", they leap into the fray! Energy levels are replenished by grabbing pizzas (naturally!), and these start to appear around the second level. The attacks are quite frequent and varied, but scaled to the number of people playing at the time. A nice touch. Vocal interjections add humour, and there are hints popping on screen if your character becomes trapped or generally hassled. I like the rocket-



board sequence; the Turtles are on rocket-propelled boards, fighting Footsoldiers in gyrocopters ... Sound whacky? — Fer sure, Dude ...

The Future Rides On This Flight.



A flash of hope fills the sky as RAI DEN thunders into combat against the aliens. It's all or nothing in this exciting fight for Earth's survival!

- Challenging one or simultaneous two-player action
- Excitement builds through eight stages of combat to the final confrontation against the alien command battleship
- Hidden power-up items increase fighting power and arsenal with more bullets, lasers, missiles and bombs
- Intense graphics and special effects engage players in the action
- Second player buy-in at any time
- Game continuation mode

Watch your earnings take off as RAI DEN flies into the final showdown

This product is marketed and sold in Australia under an exclusive licence held by Avel Pty Ltd.

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Australia rates poorly in world competition

GENEVA: Japan, Switzerland, the US and West Germany have been rated the four most competitive countries in the world.

However, Australia rated poorly in product quality perception and employee absenteeism.

Singapore, Taiwan, and Hong Kong head the list of newly industrialised countries in the world competitiveness report compiled by two Swiss-based international consultancies, IMD of Lausanne and the World Economic Forum of Geneva.

The report is based on more than 300 criteria ranging from unit labour costs and terms of trade to education and environmental concerns.

Its authors said it also reflected the international business community's perception of growth expectation, investment, profit development and employment opportunities in each country.

The survey cited high growth expectations in West Germany, Thailand, and Malaysia; strong domestic investment in Japan, Portugal, Norway and South Korea and high output per employee in Switzerland and Norway.

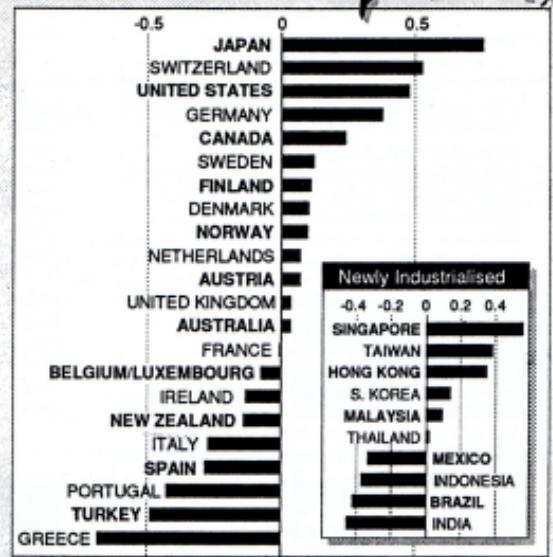
Results showed that managerial flexibility was best in Switzerland, Spain and South Korea, while absenteeism was a problem in Australia, Finland, Sweden and Hong Kong, according to a summary of the report.

France and Britain were listed as having trade union problems and recent turmoil in South Korea made the country rank poorly in political stability.

Although the US's spending on public education is among the highest in the world, respondents to the survey ranked the effectiveness

Most Competitive Nations

Index scoring based on over 300 criteria, including unit labour costs, terms of trade, education and environmental concerns. The scale also reflects growth expectation, investment, profit development and employment opportunities.



Source: *World Competitiveness Report*

APV, Dean Caple

of America's compulsory education as almost the worst among the industrialised countries.

Compared with West Germany, vocational training in Britain and

Canada was of "poor quality".

The survey also found "average or below average product quality perceptions" for goods made in the US, Britain and Australia.

LAI to introduce Security System Game PCB

Leisure and Allied Industries have announced that they have devised a new security system which will clearly identify the games they sell in the Software.

Special data coding will be added to the Software in the attract mode

which will enable external inspection to reveal whether or not the game was purchased through Leisure and Allied Industries.

This will enable the Company to deal more effectively with copyright infringement in relation to games

that were imported into Australia without the approval of either LAI or the copyright owner. Leisure and Allied Industries intends to continue its policy of copyright enforcement and will institute legal proceedings when necessary to enforce its rights.

NEO·GEO

TECHNICAL FEATURES

Fast 16 Bit Main Microprocessor

Allows game software to be executed up to four times faster than conventional video game hardware.

Expanded ROM Capacity

Up to 64 Megabytes of GAME ROM storage, allows for superior graphics and sounds, makes ordinary video games containing less than 10 Megabytes of GAME ROM look and sound weak by comparison!

Incredible Sprite Generation

Sprites are groups of Pixels (screen dots) that can be moved around on the screen. They are used for displaying animated objects, such as the Main Characters. Typical coin-op game hardware can display less than 80 sprites on the screen. Neo-Geo can display and manipulate 380 Sprites simultaneously! Neo-Geo also has a unique hardware feature for enlarging and reducing Sprites smoothly!

Maximum Background Video

Neo-Geo's advanced hardware can display and independently scroll 3 unique Background Video scenes. This allows Neo-Geo to create realistic 3D effects! Neo-Geo can store up to 65,536 16x16 pixel Background Characters in its 8 Megabyte Character Roms!

Tremendous Color Palette

The key to displaying realistic images is the number of individual colors that can be displayed on the screen.

Typical coin-op hardware can display from 64 to 512 different colors at the same time. Neo-Geo can display 4096 colors from a selection of 65,536 total colors! This allows the capability to display photo-quality graphics on a standard resolution monitor!

Compact Disk Quality Sound

3 channels of Programmable Sound Generation (PSG), 7 channels of Pulse Control Modulation (PCM), 2 channels of Frequency Modulation (FM), and a channel of Noise generation, combined with true Stereophonic Audio Output, allows Neo-Geo to deliver incredible, true to life audio effects. Each Neo-Geo system comes with a pair of Personal Stereo Headphone jacks on the front of the Control Panel for the ultimate in player enjoyment!

Advanced Hardware Test Program

The Neo-Geo hardware can diagnose potential hardware problems, such as a Rom or Ram failure, using its built-in Test Mode Program. The Main Volume control and Headphone Volume control can be easily accessed through the Control Panel.



NEO·GEO

SPECIFICATIONS

Model	Monitor Size	Height	Width	Depth	Capacity Game Packs	Weight
NG 26	26"	1755mm	860mm	935mm	6	160kg
NG 20	20"	1630mm	575mm	740mm	4	126kg

CABINET FEATURES

- All Plywood double sided Formica
- 3 Access doors for Coin Mechs, cash and maintenance
- Hi-Tech Solid State Electro-illuminescence display-panel for Title Card back lighting
- Long Life Control Panel Polycarb Lexan
- Armour Plate Monitor Glass
- Earphone Jacks for Super Stereo Sound
- Game conversion or addition completed within 5 minutes
- IC Memory card slot allows player to save current game progress to continue at a later time
- 2 Player controls each containing 8 way Joystick, 4 Control Buttons plus Game Select and Credit Buttons
- Separate Credit display for each Player
- Electronic 6 channel Coin Mechanism
- Concealed cash box
- Cabinet specifications subject to change without notice
- NG20: Special speaker baffles and enclosures, easy access for game title cards, compact lowboy size, large access front and rear door, latching control panel, service rest for control panel in open position
- NG26: New improved monitor angle, easier access title card holders, special speaker baffles, high quality twin speakers, two large cabinet access doors

Memory Cards
Available for
\$49.95



NG20 shown above

Specification subject to change without notice.

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- Shopping Malls
- Airport Terminals
- Fast Food Outlets
- Hotels

and many more.

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NEW MODEL SUPPLIED WITH A WHOLE RANGE OF EXCITING FEATURES

Enquire about our SUPER SPECIAL PRICES on slightly used previous models

New Model
now supplied
with Attention
Grabbing
Audio

SPECIFICATIONS:

Micro processor controlled.
Sentinel coin mechanism.
Larger viewing area.
Joystick or button controlled.
Vandal-proof prize chute.
Game play timer.
(dip switch setting).
Coin accumulation.
Adjustable strength of claw.

Hinged prize access.
Sliding drawer servos.
Prize counter.
Display read-out.
Neon display — Skilltester.
Full accounting reconciliation.
Game and time options.
(coins/credit) — credit/coin.
Nudge control.

Specifications subject to change without notice

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LAI holds National Sales Conference

On the weekend of June 23rd and 24th, the senior management and sales personnel of the Leisure and Allied Industries Group held their annual sales conference at the beautiful Hyatt Regency Hotel in Adelaide.

Hosts of the conference was the LAI Adelaide branch, headed by Gerald Morgan, General Manager, Bob Treagar, Sales Manager, and Dale Parsons, Parts Manager. Visitors from interstate included Juan Uribe, General Manager NSW, Bruce Colbourne, Sales Manager NSW, Ian Simoneck, Sales Engineering Manager NSW, Mark Bebb, General Manager Qld, Ian Cooper, Sales Manager Qld, John Oswin, General Manager Vic, Phillip Hogan, Sales Manager Vic, Trevor Pow, Sales Manager WA, Christopher Blackman, National Marketing Manager, and Directors Eddie Cochrane and Malcolm Steinberg from Perth.

The annual event allows delegates from each state to compare notes and exchange ideas on market trends with a view to providing better products and services to LAI customers.

The weekend comprised a very heavy conference schedule starting



each day at 8 am, continuing into the evening with barely a lunch break in between.

Malcolm Steinberg thanked the delegates for giving up their weekend and attending the conference which was one of the most enlightening held in recent years. A special thanks to Chris Blackman who organised the event.

Some of the delegates of the Conference from left to right: Ian Cooper, Trevor Pow, Dale Parsons, Gerald Morgan, Chris Blackman, Bruce Colbourne, John Oswin and Phillip Hogan.

**"It's the games that
LAI reject which
makes LAI's games
the best"**

Video game follows movie

The Teenage Mutant Ninja Turtle video game has already been released in the Australian market for 6 months and is breaking all income records for a video game. This type of game is normally very fashionable and players start to lose interest after a couple of months but not so for the fearless turtles.

In fact, incomes are expected to rise substantially from August onwards to coincide with the release of the movie. This expectation has been created by a substantial increase in revenue in the United States since the movie was released in March. Estimates of revenue increases vary from different parts of the United States but generally, takings appear to have improved at least 20%.

Australian Market

As far as the Australian market is concerned, the fearless foursome, Michaelangelo, Donatello, Raphael and Leonardo, are just as popular in Australia as they are in the United States or any other part of the world. On a relative population basis, Australian operators have purchased just as many video games as their US counterpart, and the way the back orders are mounting up, the Australian market could quite conceivably be stronger than the US market on a population adjusted basis.

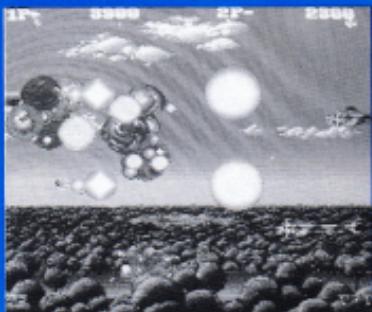
Promotion

Market research shows that the national television advertising campaign conducted by Leisure and Allied Industries has been an

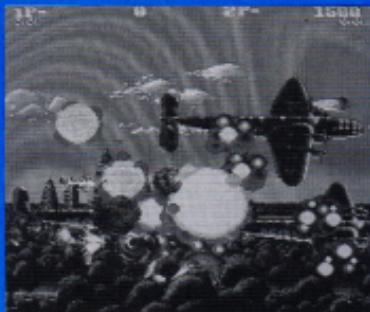
outstanding success. It is high time that the amusement game industry realise that there is great potential in promoting its products through advertising and promotion which not only increases takings, but contributes positively towards our industry image.

There is absolutely no reason why a well presented and managed leisure centre can't be as popular a destination as a cinema or any other socially acceptable form of entertainment. Coin op amusement games are the lowest cost form of interactive entertainment available in the market place today. If we promote our products, we can greatly expand our customer audience and achieve our goal of "more people playing more games, more often".

US AAF MUSTANG



- Horizontal monitor



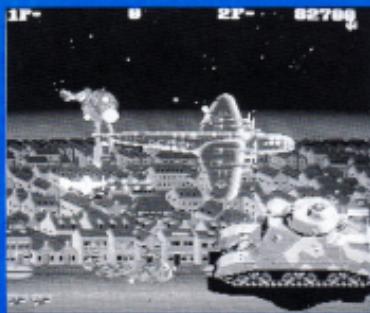
- Two-player shooting game

A MUST
FOR EVERY
OPERATOR

- Action packed excitement



- Superb graphics



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Ninja Turtles won't hurt the kids: Expert

Teenage Mutant Ninja Turtles are less kinky than Batman and not as violent as Biggles, a leading child psychologist claimed today.

NSW expert Dr John Irvine slammed suggestions that the popular cartoon heroes were bad for children.

"The series is many times less violent than the old Biggles, the cowboys and Indians, Superman, Spiderman or any other of the kid crazes," Dr Irvine said.

"In fact, it's no more grouchy than Smurfs, it's less kinky than Batman, less violent than the Super Heroes, less muscle-bound than He-Man and

"It's the games that LAI reject which makes LAI's games the best"

less stimulating than Madonna or Dick Tracy."

Dr Irvine said his only concern about the show was an increase in the number of schoolboys coming to his Gosford clinic depressed that

they were being left out of playground groups.

"Because there are only four kids in the turtles, there have been quite a few kids I have seen who have been given the shove from their group," he explained.

"It is mainly boys aged between nine and 12, who are either being left out or were not allowed by their parents to watch the turtles."

Dr Irvine said school kids loved the turtles because they offered "the parent-proof communication code, the fun, the friendliness, the fantasy, the fiction, the fighting and the food".

Head over Turtle

They have Renaissance painters' names, love pizza and partying and are the biggest thing since Batman.

They are Teenage Mutant Ninja Turtles — an amphibious foursome who have swamped the imagination of children around the world.

Critics and parents have slammed the rampaging turtles as too violent. Its effect on children depends on which psychologist you talk to.

On the surface they are no different from the other super heroes. Certainly, they are no stranger than the mild-mannered reporter who changes into his colourful underwear in a phone box and no more violent than Bugs Bunny.

However, their destruction of the English language is a sin.

The turtles have encouraged kids to sprout such dreadful

Americanisms like "cowabunga" (meaning wow), "bodacious" (extremely cool) and "mondo max" (the coolest).

Unfortunately for those who can't stand Turtlemania, the worst is yet to come. In the US the hard-shell heroes have made way for the Adolescent Radioactive Blackbelt Hamsters.

Management Profiles . . .

Leisure and Allied Industries is proud of its senior management throughout Australia, and Leisure Line has compiled brief personality profiles to introduce new customers to the senior personnel in each State.

This month we are featuring . . . **WESTERN AUSTRALIA**

Trevor Pow

Trevor joined Leisure and Allied Industries in 1979 as a Sales and Marketing Manager, a position created to help realise the full potential of a new product which was about to be launched in Australia — SPACE INVADERS. Prior to joining the Company, Trevor was Victorian State Manager for RCA Records.

Trevor was promoted to General Manager — WA in 1980, where he was given the responsibility of expanding the Operations Division and developing a new Sales Division. From one small amusement centre he helped develop the concept known as

Timezone, which now successfully operates in 10 locations in Western Australia.

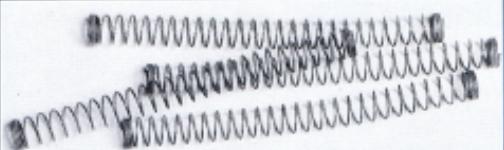
The Sales Division has enjoyed a strong growth over the years, and has been responsible for assisting many operators to establish, build and refine their street rounds and amusement centres.

"You must enjoy the amusement industry to be successful in it," says Trevor, adding "Many of the operators have become personal friends and I enjoy mixing with them in both a social and professional capacity."



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Strong opposition to amusement centre

A local businessman faces tough opposition to a proposal to open a amusement centre in Burwood.

The applicant, Stephen Coghlan of Cassa Pty Ltd, operates two Spin-out entertainment centres in Bankstown and Charlestown.

The proposed centre at 95 Burwood Road, if approved, will contain 40 coin-operated machines and is aimed at being "family orientated".

Petition

The ground floor centre will be near offices, boutiques, chemists and food stores.

There are more than 100 signatures on a petition saying "we are totally against the proposed amusement centre in Burwood".

Dennis Naghavi of Newmark Business Consultants, said that business people had several concerns about the development.

"The business will attract undesirable people coming to Burwood and a lot of genuine clients will keep away," he said. "Pinball parlours attract undesirables.

Everyone in Burwood is against the proposal."

He said that there would be a noise and a litter problem associated with the centre.

Robin Allen of Boya Pharmacy said that she signed the petition because she was concerned for her female staff.

"They are at risk going to their cars at night," she said. "Pillage is absolutely abysmal and there would be a higher risk of harassment."

She said that although the amusement centre would be supervised it could not control youths once they had left the centre.

According to Mr Stephen Coghlan those who signed the petition were unaware of the type of business he operates.

Mr Coghlan has organised a counter "petition" stating that he will be operating a "family orientated, adult supervised amusement centre", following the guidelines of the NSW Amusement Machine Operators Association, Burwood Council, police and school authorities.

"We work with the local school and if kids are there between 9 am and 3 pm we say they should be at school and we ring the school."

"It will be on the main street, brightly lit and well-supervised. Do hoons hang out in brightly-lit areas? We do not have them coming in."

He said that the amusement centres have had a bad name in the past and this is why he is encountering opposition.

"If we can take them off the streets for a half an hour what is the problem?"

Senior Sergeant Kevin Anderson said that the amusement centre did not pose a problem for police.

"It seems like a legitimate amusement centre," he said. "At the Charlestown and Bankstown centres everything appears to be in order, but some centres have a bad name because they are run poorly."

He said that Burwood station has beat police who look out for any criminal activity in the area.

The proposed amusement centre will be discussed at Burwood Council next week.

American operators vote for Neo-Geo

By the very fact that SNK's new Neo-Geo is a "video system", some have wondered how the product would perform at the distributors, but more importantly, at the location. In brief; would operators buy and would players put money into another entry into the patch-quilt video system concept? The answer is not only "Yes", but seems to be a unanimous "Yes" from operators recently contacted by the American Replay magazine.

For example, Kansas operator, Mark Blum, chalked it up as No. 1 at his arcades on recent "chart" mailing (and Blum has many new and older games in that location). In addition, Nickels and Dimes, Aladdin's Castle and Time-Out, America's three largest leisure centre chains, have all put Neo-Geo games systems into their operation.

Major US distributors such as Betson, Bradley, American Vending and Progressive Games, all report active business of the sales of Neo-Geo products.

A spokesman for Leisure and Allied Industries said that the Australian market will very closely follow the US trend. Neo-Geo was officially only released in Australia this month, but we did take the trouble to test the system with one of their games with independent operators during May and the results, which were published in Leisure Line magazine, were outstanding. Since then, we have also had the opportunity to test some of the Neo-Geo later games including "Magician Lord", "All Star Baseball" and "Top Players Golf". All the games have performed extremely well. However, "Top Players Golf" is more suited to adult locations such as hotels and clubs.

The think that makes Neo-Geo unique and completely different to any previous video game system is the tremendous capacity for software. All the games released so far vary between 40 and 62 megabytes which is substantially larger than most conventional video games. The system has a total capacity of 330 megabytes which places Neo-Geo in an excellent position to lead video game technology into the 21st Century.

The real test in Australia for Neo-Geo will occur in the next two months when several hundred Neo-Geo multi-video systems will be placed on location throughout the country. Operators will judge the product by the income the games generate and if they do as well as the test locations have performed since May, Neo-Geo will emerge as a major force in the video game market in Australia and throughout the world.

Introducing six ways

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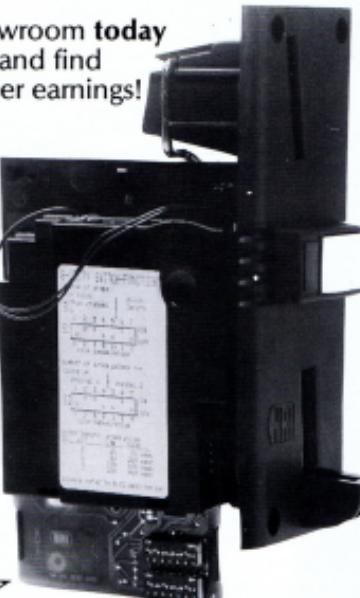
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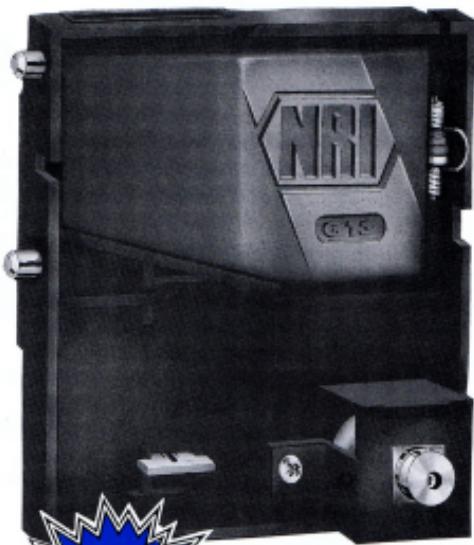
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- No special power required — just connect to standard 12 volt supply in your LAI cabinet!

TECHNICAL DATA

Acceptance	Six coins
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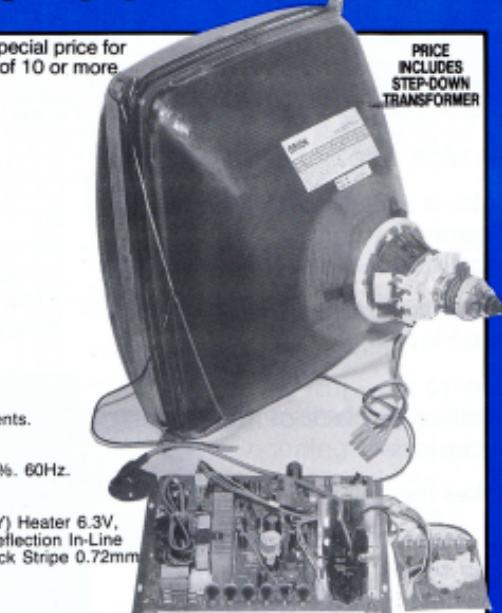
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electron Gun, black Stripe 0.72mm
Pitch.

Scanning Frequency

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- a) Minimum Fields Resolution 375 Lines (Red, Green)

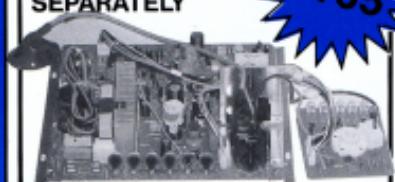


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B+ ADJ
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R,G,B — Bias
R,B — Drive

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More operators in court over Turtles

Leisure and Allied Industries and Konami Industry Co Ltd of Japan are still in hot pursuit over those operators who deal in Turtle games which have been illegally imported into Australia. Last month Federal Court injunctions were obtained against the Avoca Beach Mini-mart and operator, Warren Baker, restraining them from operating an alleged illegally imported Turtle game. Additional action was taken against Perry's Take-away Store in

northern NSW town of Terrigal, together with operator Ben Slattery of B.J. Slattery Industries.

Konami and Leisure and Allied have issued a clear warning that they will implement legal proceedings against any importer, operator or location owner, who deals in counterfeit or unauthorised imports of the Teenage Mutant Ninja Turtle game. Both companies have a very substantial investment in the product

and are determined that only authorised games presented in cabinets built to Konami specification, will be allowed to operate in the Australian market.

Any persons dealing in illegal copies of the TMNT game are liable to surrender the game and account to the copyright owners for profit and damages and pay legal costs, all of which can run into several thousand dollars for each infringing game.

Another plus for the Turtles

Far from inciting violence in my 7½-year-old son, I have found that the Teenage Mutant Ninja Turtle cartoon has had an entirely positive influence.

My son's previously dormant artistic ability is now in full swing. He and his friends have taken to drawing these turtles in their free time and I believe this has had benefits in his increased enthusiasm for his art and craft classes.

But this is not all. My son has begun talking about the Renaissance

artists Leonardo, Michaelangelo and Raphael (also the names of the Ninja Turtles).

I have discovered that he has been withdrawing books on these artists from his library and has become quite an opinionated critic!

My son has also quite taken to dinosaurs and is eager to learn about these reptiles — I have no doubt that the Ninja Turtles have played a role here.

Well done the Ninja Turtles. Few contemporary cartoons can capture

a child's attention while at the same time sparking their creative potential and planting a desire for knowledge.

"It's the games that LAI reject which makes LAI's games the best"

East West Transfer

Alan Freimuth, currently WA Timezone Manager, is being transferred to Brisbane to take up his

new appointment as State Manager for Queensland. Alan, who has been with Leisure and Allied Industries for

15½ years, has had extensive experience in the operational management area which will benefit the company in the difficult Queensland market. The appointment is effective from October 1st.

Mark Bebb, currently State Manager for LAI Queensland, will transfer to Perth as WA Timezone Manager, also effective from October 1st. Mark has had a series of management roles within the LAI group during the last few years, including time in Adelaide, Sydney, and the last four years as State Manager in Queensland.

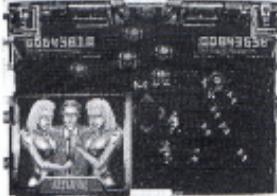
Mark Bebb and his family will be leaving Brisbane on August 16th for a vacation, and Sales Manager, Ian Cooper, will assume the additional role of Acting Manager until October 1st.



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Lost in space . . .

The Video Parlour Debate

Leisure and Allied Industries was disappointed with the recent decision by the State Government to squash their proposal for a video arcade in Woodridge.

The national company has developed Timezone Entertainment Centres around Australia and had received approval from the Logan City Council to establish one in the Woodridge Park Shopping Centre on Wembley Road.

However, its submission was rejected earlier this month by Justice Minister Glen Milliner.

The rejection followed months of objections from local school principals and police, spearheaded by Woodridge Senior Sergeant Keith Bowen.

Premier and State Member for Logan Wayne Goss also expressed his objections to the proposal in a letter to Mr Milliner several days before the decision was made.

Objections were based on the fear of increased juvenile crimes and truancy as a result of a video arcade.

However, Leisure and Allied

Industries State manager Mark Bebb said the decision in Logan City had been an unfair one.

"In other States once the local council has given approval for an entertainment centre it is unheard of for one person to step in and stop the business from going ahead," Mr Bebb said.

"Timezones have been operating for over 30 years and we have a high acceptability in other States."

Timezones intend to do for "pinball parlors" what McDonalds did for the greasy hamburger shop.

"There are good kids in Woodridge as well as the bad and there is a distinct lack of entertainment in the area," Mr Bebb said.

"Our code of ethics, which is adhered to strictly, is to play no part in truancy and other juvenile related problems."

This code of ethics states that school children, or anyone in school uniform were not allowed in the centre during recognised school hours, and if they sought entry,

parents or the school would be contacted.

Eating, drinking and smoking was prohibited, as was the use of alcohol, illegal drugs and illegal gambling.

Mr Bebb said there was no admittance to people obviously under the influence of alcohol and drugs.

Unaccompanied young children were not permitted to remain on the premises beyond 8 p.m. and children who spent excessive time in the centre were encouraged to return home. Loitering inside and outside of the centre was discouraged.

Mr Bebb said claims that children could have a \$250-a-week habit were wildly inaccurate, as research had shown that on average, less than \$3 was spent per visit per person.



Cowabunga — or in my case — Woofabunga.

Hi, my name is "Ninja" and my pet dragon's name is Mutagon (he's only half mutant).

You can usually find me watching TMNT on my master's TV and I'm looking forward to the release of the film in August. Maybe you'll see me there.

Woofabunga.

(Submitted by Sid Morton, Assistant Production Manager, Perth)

"It's the games that LAI reject which makes LAI's games the best"

Sales Tax strangling industry

Sales tax still continues to be the single biggest cost the industry faces. The exorbitant rate of 30% is applied to all of the industry's products and components which compares to all other industries which have a maximum rate of 20%. Even carnival and fairground equipment pay only 20% as do home video games and all other forms of entertainment. The moment a product is coin operated, it immediately attracts the higher rate of sales tax. Item 60 of the Sales Tax Act is the group of products to which 30% applies. It was intended to apply only to luxury items and coin operated amusement games certainly do not fall within that category.

It is illogical that coin op games should be subject to 30% sales tax when all other forms of games or entertainment are subject to a maximum rate of 20%. In fact, most other forms of entertainment, such

as movies, sporting events and live shows, etc., are sales tax free.

The national AMOA has been lobbying the Federal Government for many years, more recently through Canberra lobbyist, Dennis Gilmour & Associates. Last year, Mr Gilmour went very close to convincing the Treasurer to reduce the rate to 20%. We understand that even the sales tax department recommended a reduction, but it appears that Mr Keating decided to give our industry a big miss. A lobbyist employed by the National AMOA has continued to offer his services on a success fee basis which means that the interim lobbying costs relate only to out-of-pocket expenses on an interim basis. Unfortunately, National AMOA do not appear to have pursued the matter this year and as the Federal Budget is due to be handed down this month, it is unlikely that any reductions will be achieved.

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and Blue

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available all
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Time Zone reprieve St Mary's

Timezone was given a reprieve when the Penrith Council decided to amend a previous decision and approve the development of a Timezone in Queen Street, St Mary's.

Two weeks earlier, Council had voted 6 to 5 against the development, however, two aldermen who were not present at that meeting, objected resulting in the matter being reconsidered at the following meeting which ended in a 7-6 win for Timezone.

The original application at St Mary's was vigorously opposed by the Anglican Church who operate an opportunity shop in the adjoining premises. The objections by the Church were supported by a large number of people who signed a petition objecting to the Timezone development.

There was heavy debate at the second Council meeting but it was

interesting to note that those councillors who had done their homework, and actually visited a Timezone, were strongly in support of the development.

During Council debate, Alderman Daryl Chamberlain and Kevin Dwyer said that the site in Queen Street was totally inappropriate because it was on the main street, near a charity clothing store frequented by older citizens and there was a general unease about the effect on youth.

In contrast, Alderman Pat Sheehy reminded the Council that a similar debate was held when the application for the Penrith Timezone was being considered.

"We were told all those horrific things would happen and they didn't", he said.

"I find some difficulty in accepting the notion that it is okay for High Street, Penrith, but the people of St Mary's aren't ready yet".

Juan Uribe, manager of Leisure and Allied Industries in NSW, said that he was concerned about the erroneous impressions counsellors generally held regarding Timezones and other leisure centres.

"Unfortunately, we are still perceived as dingy pinball parlours, and until councillors take the trouble to go and visit one of our Timezones and see what it really is, they do not realise just how wrong their perception happens to be", said Mr Uribe.

"Timezone now have approved leisure centres in 17 locations in the Sydney metropolitan area, yet despite our excellent performance, we still have this major perception problem which needs to be addressed. We as a company are working hard to overcome this problem but I would like to see the industry do more through the AMOA", said Mr Uribe.

WARNING

Teenage Mutant Ninja Turtles

Konami Industry Co Ltd and Avel Pty Ltd trading as Leisure and Allied Industries will implement legal proceedings against any person, firm or Company who imports, distributes or operates the "Teenage Mutant Ninja Turtle" video game which was imported into Australia without the authority of both Konami Industry Co Ltd and Leisure and Allied Industries.

Under the Copyright Act, any person dealing in unauthorised "Teenage Mutant Ninja Turtle" games will be liable to account for all income received, damages, legal costs and forfeiture of the game.

Court litigation expensive

The cost of litigation is becoming increasingly expensive. Solicitors don't come cheap these days, it is pretty hard to find one under \$150 per hour, and some of the high priced lawyers charge \$300 per hour and more. Just an exchange of letters between solicitors can run into two or three thousand dollars these days, and if you are unlucky enough to finish up in Court, the solicitor then normally has to brief a barrister who

"It's the games that LAI reject which makes LAI's games the best"

charges an even higher rate. With solicitor and barrister in Court

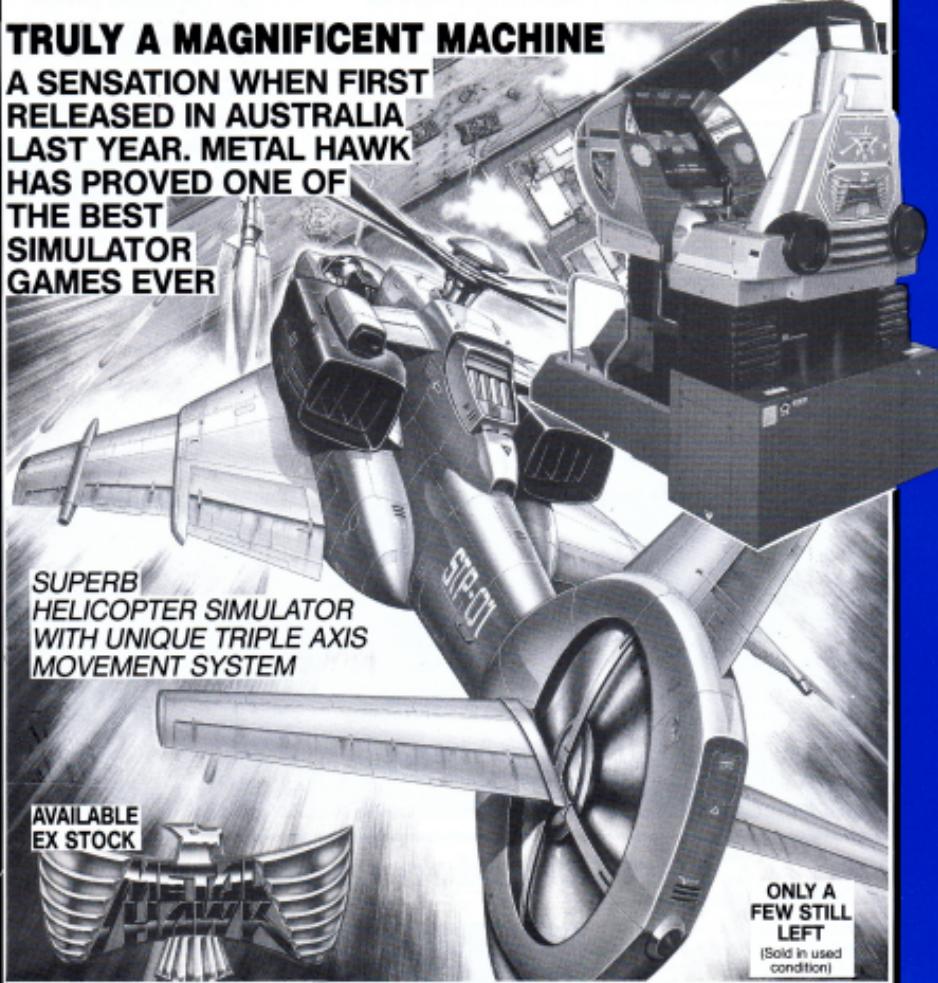
together it is not hard to run up a bill of \$5,000 per day, and if you happen to lose the action, you get the bill for the other side's cost as well. Of course, if you happen to be on the winning team, the other side has to pay your costs which covers the majority of what you had to pay out, but not all of it.

It certainly doesn't pay to litigate if it can be possibly avoided.

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Alan Jones Timezone fan



Alan Jones receiving a Timezone booklet and some free passes from supervisor, Anna Maria Oshiro, at the Timezone Downtown Centre in George Street, Sydney.

When former Grand Prix motor racing champion Alan Jones likes to relax and have fun, one of the things he enjoys is playing the video games at Timezone.

Who said that Timezone was strictly for teenagers? It appeals to people of all ages including world champion racing drivers.

Alan particularly likes the Namco "Winning Run" which he says gives an excellent simulation of formula one racing.



The veteran of 116 Grand Prix, 13 pole positions and 12 wins, Alan Jones admits he was tired of the demands of the Grand Prix circuit. "So much of my time was spent taking off for foreign countries, living out of a suitcase. It got to me in the end" he said.

Alan Jones enjoying a spin on the "Winning Run" driving simulator.

"The touring car circuit is more congenial", said Jones. "One race every couple of weeks, never more than a few hours flight away from home."

TV's Ninja Turtles disowned

Television's Teenage Mutant Ninja Turtles have been disowned by their WA brothers in ninjooda.

The WA branch of the World Ninja Society says the cartoon characters are too violent.

The group's president John Ang said he had been forced to speak out against the turtles after being contacted by principals, teachers and parents.

He said they were worried about children forming "ninja clans" and fighting out their differences in the school playground.

Mr Ang wants to show WA's children that real ninjas are more like the Western world's Robin Hood and are strictly disciplined and only use their skills to help the less fortunate.

He has organised a series of primary school displays to set the matter straight.

But a leading international expert on children and television assures parents there is very little to worry about.

University of WA senior lecturer in psychology Dr Kevin Durkin says his research has found that four and five-year-olds can differentiate between reality and fantasy when it comes to part-human, part-turtle super heroes.

He said they understand that what the turtles are doing cannot be done in real life.

The academic is currently carrying out a 18-month study on how crime is portrayed in the media and how children learn from it.

Dr Durkin said it was traditional for children to play rough and tumble games and they had been doing so before television was invented.

He said it was fashion which dictated whether the games were centred on Batman, Superman or Teenage Mutant Ninja Turtles.

He said children always had a secret pact that no one actually got hurt and if someone did it was by accident.

"It's the games that LAI reject which makes LAI's games the best"



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This joystick has three new features:

A: New. Moving switches by use of magic-adjustment ring.

In universal systems the situation is always very critical with the position of the microswitches.

The solution for this problem is: system changes the position of the microswitches automatically with the use of magic-adjustment ring.

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GAME PREVIEW

By
Professor Burko

RIDING HERO

(NEO GEO CARTRIDGE)

Monitor: Horizontal

Controls: 8-Way Joystick

3 Buttons:

ACCELERATE

(Button A)

BRAKE (Button B)

TURBO (Button C)

This game is part of the Neo Geo format which is a multi game motherboard with game cassettes which are the size of a VHS video. The format can take up to 6 cassettes.

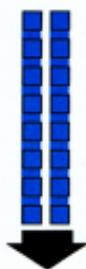
Riding Hero is a grand prix motorcycle game which takes the player through winding bends and many of the world's greatest tracks.

Your first action in this game is to select your cycle for the race (some being turbo-charged). Movement is gained on the winding tracks by left-right push on the joystick and acceleration and braking by use of the buttons A, B and C.

Screen display and graphics are great as they are with every Neo Geo cassette I've seen. The controls, track and speed are also displayed on the bottom of the screen and move consistently with every gear change.

So, if high speed, grand prix action is your sport, Riding Hero is your game.

This game also has a continue feature.



Rating: 9

THUNDER FOX

Monitor: Horizontal

Controls: 2 x 8-Way Joystick

6 Buttons:

2 x ATTACK

2 x JUMP

2 x ITEM

It is 199X and the world is in the grip of a vortex of malicious terrorism — on land, sky and sea. There are two brave men who fight against this terrorism and they are code-named Thunder Fox team.

This is a side-view action game like the Double Dragon format in which 2 people can play at the same time and there are five stages set on land, flying through the skies in helicopters and on jetskis on the sea. There are also several different kinds of firearms to use including a jeep, and a jet on a gyro to attack terrorist camps.

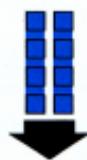
The action in this game is quite good e.g. to destroy a tank you must leap on to a turret, take out the commander and throw a grenade in the tank gun. Warships can be destroyed by climbing up the anchor chain and despatching enemies whilst lobbing grenades to immobilise the guns.

As with most new games Thunder Fox offers the player collectible features to store and use the machine guns, flame throwers, rocket launchers etc. Extra life can be given by picking up "life" boxes.

This game makes saving the world a full-time chore.

It also has a continue feature.

An interesting game.



Rating: 8

DARK SEAL

Monitor: Horizontal

Controls: 2 x 8-Way Joystick

2 x ATTACK Buttons

2 x MAGIC Buttons

In the kingdom of Etrulin there is a legend — should wickedness and evil prevail in the land four heroes will emerge to conquer the demons.

Play in this game commences when you choose one of the four heroes. These are:

The Sorceress — She advances attacking with magic.

The Ninja — This hero has great speed and attacks with Shurikin stars.

The Bard — He has a great resistance to enemy magic and his weapon is a Trident.

The Knight — This warrior has great attacking power and is well armoured.

Graphics are excellent in this game as your choice of fighter advances through castle, forest and village terrains defeating demons, goblins, skeletons, flying bats and every hideous monster you can think of. There's lots of features to collect and use during play too.

Power-up items are:

Move speed — This is portrayed by boots.

Jewellery — This can protect you — crowns, gloves, shields.

Balls of Fire, thundercloud, whirlwind, mouse attack and also the head of Medusa whose look will turn enemies to stone.

Conclusions: I couldn't let go of the joystick — like magic!

A very good game.



Top Rating: 10 ++

2 or 3 player conversion kit

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Here's street fighting like never before, incorporating the latest advances in graphic capabilities. Player's won't believe all they can do. And you'll hardly believe all the coins coming in.



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Combatribes is easily adaptable as either a 2-player or 3-player game—the choice is yours. A flip of a dipswitch is all it takes.

- Horizontal monitor.
- JAMMA adaptable universal conversion kit.
- Buy-in and continuation feature.
- Complete with graphics

Get ready. 'Cause Combatribe's going to get you—making every square foot count, right where it counts most. In your cash box.



Double elbow headbush



Foot-swing a villain



Lift and hurl motorcycles

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TEST REPORTS

Timezone Chart

TOP TEN DEDICATED

1. TURTLES
2. TURTLES
3. TURTLES
4. HARD DRIVIN'
5. OUTRUN
6. BEAST BUSTER
7. AIR INFERO
8. WGP
9. METAL HAWK
10. AFTER BURNER

TOP 10 CONVERSIONS

1. WORLD CUP '90
2. NINJA COMBAT
3. FINAL FIGHT
4. FINAL FIGHT
5. USAAF MUSTANG
6. RAIDEN
7. COMBATRIBES
8. DARK SEAL
9. ASHURA BLASTER
10. SMASH TV

Replay

Upright Videos

1. TMNT (TURTLES) (Konami)
2. G-LOC (Sega)
3. HARD DRIVIN' (Atari)
4. SMASH TV (Williams)
5. GALAXY FORCE (Sega)
6. MERCS (Capcom)
7. FINAL LAP (Atari)
8. 2-DUDE OFF ROAD (Leland)
9. OFF ROAD (Leland)
10. BEAST BUSTERS (SNK)

Best Software

1. FINAL FIGHT [H] (Capcom)
2. COMBATRIBES [H] (Amer. Technos)
3. CADASH [H] (Taito)
4. WWF SUPERSTARS [H] (Technos)
5. ALIENS [H] (Konami)
6. AIR BUSTER [H] (Sharp Image)
7. MVP [H] (Sega)
8. DJ BOY [H] (American Sammy)
9. LIGHTNING FIGHTERS [V] (Konami)
10. GOLDEN AXE [H] (Sega)

Japanese Game Machines

CONVERSIONS

1. Gate of Doom (Dark Seal) (Data East)
2. Raiden (Seibu)
3. Bonanza Bros (Sega)
4. Air Duel (Irem)
5. Columns (Sega)
6. Tetris (Sega)
7. MVP (Sega)
8. Lightning Fighters (Trigon) (Konami)
9. World Cup '90 (Tecmo)
10. Rough Racer (Sega)

DEDICATED

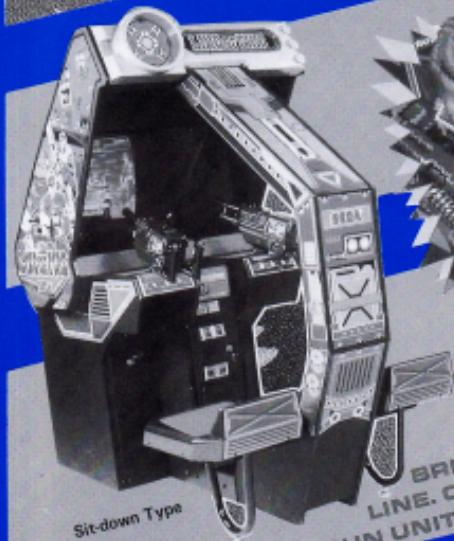
1. Final Lap (Deluxe) (Namco)
2. G-LOC (Deluxe) (Sega)
3. Beast Busters (SNK)
4. Hard Drivin' (Atari Games/Namco)
5. Super Monaco GP (Deluxe) (Sega)
6. Big Run (Jaleco)
7. Final Lap (Standard) (Namco)
8. WGP (Deluxe) (Taito)
9. Out Run (Deluxe) (Sega)
10. Winning Run—Suzuka GP (Namco)

*TMNT not yet released in Japan.

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A pair of commandos found the special weapon in the enemy's base, but were spotted in the act by their soldiers. Encircled by the enemy line, there's no means of escape other than forcing their way through by using the machine gun unit that they have seized. Break out of the entrapment by utilizing, depending on the round, a jeep, high-speed boat, aircraft and jet helicopter.

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LINE. CAPTURE THE POWERFUL MACHINE
GUN UNIT AND RETURN WITH IT!

AT HOME

It's Happening in Our Industry

NSW News

Very few people these days can be as lucky as Bruce Colbourne of LAI NSW for having won the Rosebay RSL Club Golf Championship on the weekend of 8th July 1990 at Royal Sydney.

To Bruce, our congratulations and we hope you win again next time you play golf!



Congratulations to Lance Stivano, our popular driver/deliverer who recently married Debbie. We wish them every happiness and wish Lance a quick recovery from his broken hand, which he assured us was not a handicap on his honeymoon.



It must be the season for broken arms, as Mick Riordan "Midcoast Amusements" has suffered a break when a slate pool table fell on his arm recently. Get well soon Mick!



Gordon James arrived at our spare parts counter the other day requiring a part for a "Taxi" pinball. Our new assistant storeman, Jim, had a little trouble understanding Gordon and promptly ordered him a "taxi cab" and informed him that it would take about 10 minutes. How's that for service?



At the time of writing, popular Central Coast operator Albert Newhouse (Midcoast Amusements) is in Gosford Hospital. Albert suffered a stroke and we all hope and pray for his complete recovery.



Welcome to the industry to Mr Frank Urwin (Macleay Amusements) who has recently purchased a section of Mid North Coast Amusements. Frank is based at South West Rocks and we wish him every success.

Welcome to NSW Branch, Alicia Castro (Chair's secretary), Carol Griffiths (Accounts), Janelle Keenan (Receptionist) and Basil Kenny (Business Manager). Hope you all have a very happy and successful career with Leisure and Affied.

WA Wafflings

There are a few gentleman farmers involved in the local amusement industry, for instance Peter Rengel (Perth Slot Machines) has just planted a crop of garlic, Winston Payne (Battlestations) new beans, Neil Liddell (A One Amusements) barley and oats, Alan Fewster (Lazamaze) wheat. What has off this to do with Macro B Vitamins? Absolutely nothing.



One local operator who has just spent a small fortune ferrying his barrister around the state in an effort to protect his interests was overheard posing this question to another operator, "Do you know how to tell when it is really cold?" After he replied that he didn't he was told "When the lawyers have their hands in their own pockets".



Good to see Young Joe (Shirley Temple) McNicol doing so well in his own repair business. Joe and his bride are currently building a very spacious home in one of Perth's trendier suburbs.



"When the going gets tough the tough get going". To this famous saying the following words could be added "and the soft sell their rounds". Those operators who are taking advantage of the excellent products around at the moment are certainly reaping the benefits.

Victoriana

Welcome to Malcolm McLeod of Hi-Tech Amusements on his recent return from six months in the USA.

Congratulations to Greg & Mary Wyllie on the recent birth of their second son, a week late, but worth waiting for!



Leisure Line would like to welcome to the industry Paul Delich and John Pavlovic who started their new business venture recently — all the best gentlemen.



We would like to wish Barry Jackson a speedy recovery after his recent heart attack.

SA Snippets

It was fantastic to see such a big crowd at the SA Neo-Geo presentation held at the Hilton. Operators came from all over SA and NT to view the new product. Many thanks to all who attended. I hope that Bruce Whilton and Murray Deegan of the "NT I'm Not Driving" Team plus the "Straight" do Ward Boys suffered the next day as the writer felt extremely wretched next morning after the not so quick rounds in a very congenial and entertaining atmosphere.



Peter Elaley our modest SA Service Manager is no slouch when he does anything. He has dabbled in radio control gliders for a while and thought he'd test his skills at recent championships in Adelaide. He came first in the Seniors and second overall. Other world class gentlemen were competing but this did not deter Peter. American and World Championships are coming up soon Pete, guess you'll practice a couple of Sundays beforehand, eh!



A big welcome to the Industry to Roger Cramond. Roger purchased a small round recently and is fast learning the ropes ably supported by his wife Elizabeth.

TRICKS OF THE TRADE

BY: STEVE RUNDLE

LAI Switch and Harness Tester

Occasionally you come across something which is so simple in concept and yet such a valuable and time-saving device. Such is the case with the "switch and harness tester" which has been developed by WA service personnel John Blake and Steve Percy. Using this device anyone can perform a comprehensive test on switches, wiring and power supply in most video games in less than a minute.

This is the simplest of all test tools to use. Simply unplug your Jamma compatible PCB and plug in your tester. Alternatively, in the case of older machines, plug the switch and harness tester into the universal harness connector.

The machine power need not be turned on as the switch and harness has an internal battery supply. The successful operation of all joysticks and switches on the control panel and coin door is indicated by a corresponding LED illuminating on the tester. Any stuck or shorted switches are immediately indicated by an LED which is permanently on.

In this manner joysticks can be checked for correct operation, coin switches can be checked (without affecting your coin meter readings), and all button controls can be validated.

With the switch and harness tester still connected the power to the machine can be turned on to check

power supply voltages. Three LED's indicate the presence of the +5 volts, +12 volts and the -5 volts respectively. In this power-on mode machines featuring credit PCB's can also be checked with coins to check the coin circuitry.

Troubleshooting with the switch and harness tester is easy. You can quickly establish if the machine has a power supply, game PCB, control or harness fault. The tester is also ideal for routine maintenance checks and for verifying switch wires when converting machines.

This is a multi-purpose tool which can be used by all operators and technicians regardless of their technical ability.

CONCEPT LICENSING

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NEWSFLASH TO LICENSEES

TEENAGE MUTANT NINJA TURTLES MOVIE

Following a meeting last week with the Village Roadshow Corporation, we wish to advise that the movie launch date has been brought forward to Thursday 2nd August 1990 in Melbourne, Sydney, Adelaide and Perth, and Thursday, 9th August in Brisbane.

In the meantime, COWABUNGA!

Old Quickies

Popular operator Wayne McInerny who operates in both Brisbane and Cairns has recently returned from checking his Cairns operation. Wayne says that the fishing is still fantastic and general business is still picking up in the Cairns area.



Carmel Lando from Mackay is seen as "housewife superstar". Carmel is showing the old hands

of the business on how to run a successful operation whilst attending to the busy schedule of home life — great work Carmel.



Well known marlin fisherman, came farmer, grower of exotic fruits and operator — Allan Melita from Innisfail, has to be congratulated for his fishing records. The latest one being of such a size that it would not fit in their boat.

Leisure Line would like to welcome Lloyd Wegner into the industry, who recently purchased an operation in Queensland. Wishing you all the best for the future.



Shortly to be opened is a new state-of-the-art ten pin bowling alley, located in Aspley. Congratulations must go to Jim and Chris Souris for this addition to their already very successful chain.

HAMMERIN' HARRY



HAMMERIN' HARRY

I'm gonna storm the Rusty Nailers' headquarters to get back the people's properties.

I'm gonna smash the villains with this hammer.

The Rusty Nailers, money-worshipping land developers, bought up by tricks all the buildings and lands in the town in scheme of raising estate prices there for resale, and they finally broke Harry's house to scare him off. That exhausted his stock of patience.

IREM
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& Allied
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